R J REYNOLDS
RETAIL PARTNER PROGRAM
1995

- Supports our national cigarette category management principles.
- Rebate payments increase as RJ Reynolds volume increases.
- A co-marketing fund established for account specific promotions.

COMPLIANCE REQUIREMENTS

- Two R J Reynolds full margin brands are displayed in self serve positions.
- R J Reynolds savings or discounted brand is displayed in a price value area.
- No interior/exterior signs or point of purchase materials other than the individual header message is required.
- RJR brands are represented in all price tiers as required
- Provide RJR equal opportunity to place temporary promotional displays not to exceed 28 days in duration.
- Accept new RJR brands/styles as applicable.

This program, in its entity, is applicable to dealer locations

Pegasus 21

- Maintain the two tier "L" shaped permanent self serve display on the transaction counters located in front of the cash register furthest from the window. Display will house two full margin RJR brands.
- Maintain a non-self serve RJR discount brand display (Doral and/or Monarch) behind the counter.

Pegasus 21 Alternative

- Same as above except when a 3' floor module is utilized. The Doral brands will be displayed on this module rather than in the non-self serve position.

Pegasus 21 Retrofit

- Maintain a two tier, 10 facing, self-serve permanent display on the side of the transaction counter furthest from the window.
- Maintain a non-self serve RJR discounted display (Doral and/or Monarch).

Pegasus 21E

- Maintain two full margin self serve display located by each transaction area.
- Maintain a non-self serve RJR discounted display (Doral and/or Monarch behind the transaction counter utilizing a pack/carton module.

PAYMENT SCHEDULE

- Dealer locations must submit cigarette proof of purchases
- Salary operations velocity reports will be submitted by Fairfax
- Total cigarette purchases of a minimum of 100 cartons per week.
- Rebate bracket based on purchases of R J Reynold brands within a range of carton purchases per week - Sal. Operations will be chain averaged.

RJR Vol/Week	Rebate/Month	Co-Market Fund
17-26	$ 90	$20
27-35	$120	$28
36-42	$150	$34
43-48	$170	$40

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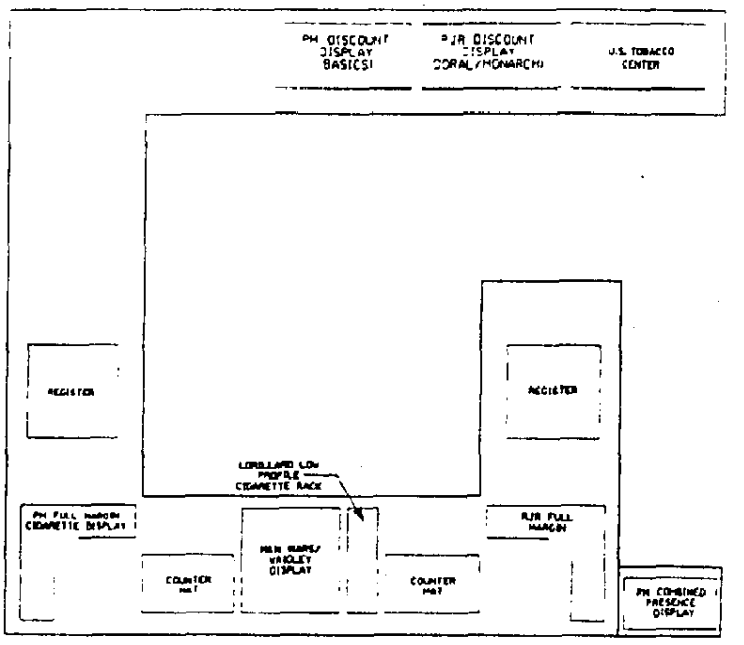
CO-MARKETING FUNDS

- Funds accumulated based on RJR volume per week with a retailer match option.
- Funds to be used to formulate and distribute account specific promotions.

Source: https://www.industrydocuments.ucsf.edu/docs/lgln0000

PEGASUS 21
TRANSACTION COUNTER
8' TWO REGISTER COUNTER
TOP AND UNDER COUNTER
PLAN-O-GRAM



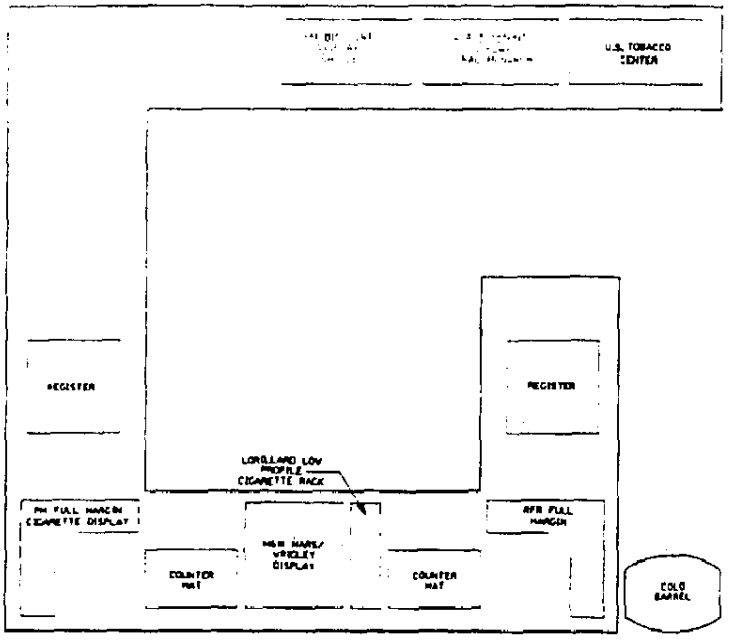
COUNTER TOP

51853 3614

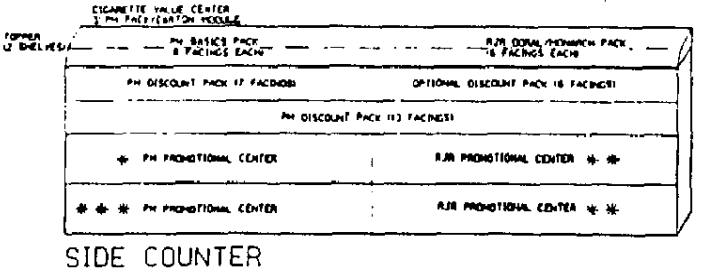
DESIGN FILE NAME: P31VX505.DGN46

Source: https://www.industrydocuments.ucsf.edu/docs/lgln0000

PEGASUS 21
TRANSACTION COUNTER
8' TWO REGISTER COUNTER
TOP AND SIDE COUNTER
ALTERNATE PLAN-O-GRAM



COUNTER TOP



SIDE COUNTER

* TO BE UTILIZED FOR PM DISCOUNT CARTONS WHEN PROMOTIONS ARE NOT AVAILABLE.

** TO BE UTILIZED FOR RJR DISCOUNT CARTONS WHEN PROMOTIONS ARE NOT AVAILABLE.

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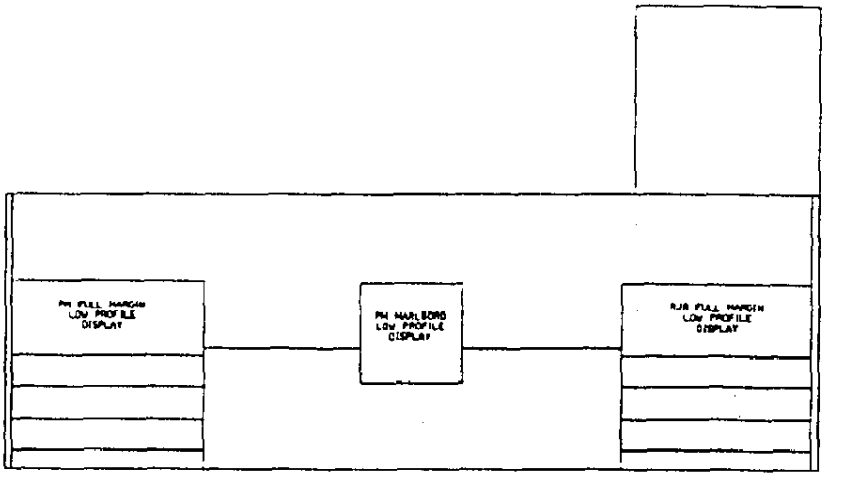
DESIGN FILE NAME: P31VX506.DGN

Source: https://www.industrydocuments.ucsf.edu/docs/lgln0000

PEGASUS 21E RETROFIT
TRANSACTION COUNTER

8' TWO REGISTER COUNTER
TOP AND UNDER COUNTER
PLAN-O-GRAM



COUNTER TOP

BEHIND COUNTER WHERE APPLICABLE

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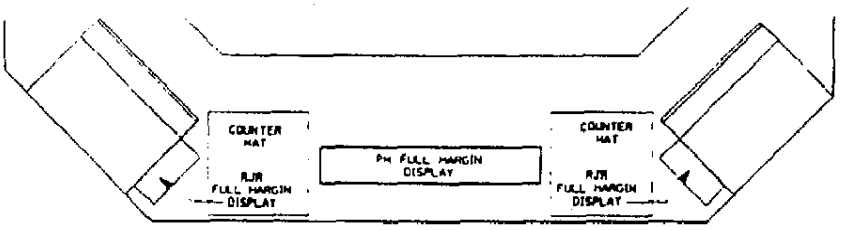
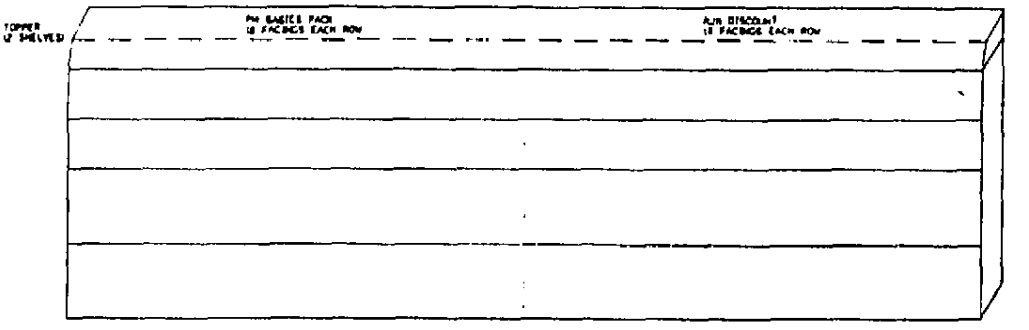
DESIGN FILE NAME: PSIVX502.DGN

Source: https://www.industrydocuments.ucsf.edu/docs/lgln0000

PEGASUS 21E
TRANSACTION COUNTER
TOP AND UNDER COUNTER
PLAN-O-GRAM



COUNTER TOP



REAR COUNTER DISPLAYS

51853 3617

DESIGN FILE NAME: PS1VXSOLOGN1

Source: https://www.industrydocuments.ucsf.edu/docs/lgln0000

R. J. REYNOLDS TOBACCO COMPANY
PACK OUTLET RETAIL PARTNERS PROGRAM - BASE CONTRACT
SELF-SERVICE

R. J. Reynolds Tobacco Company (RJR) is pleased to announce the following Retail Partners program effective April 1, 1995, for retail accounts that meet the following criteria:

- 51% or more total industry volume sold by the pack
- 100+ cartons industry brands and minimum of 17 cartons of RJR brands sold per week.
- Distribution of RJR brands in all price-tiers as required.

Retailers not meeting the above requirements should discuss alternatives with an RJR Representative.

PROGRAM ELEMENTS:

- RJR Full Price pack display in prime position.
- RJR Full Price pack display in primary selling area.
- RJR Savings brand pack display(s) in a primary Savings Brand position.

ELEMENT REQUIREMENTS

Full Price Displays

- Display #1 must be located at #1 cash register in primary position as determined by an RJR representative.
- Display #2 must be located in primary selling area, in a position agreed upon by an RJR representative.
- Both displays must be self-service and may not be obstructed from consumer by competitive displays or other products.

Savings Display

- Selected display(s) must be adequate in size to display and promote ALL RJR Savings Brands designated for display by an RJR representative.
- Multiple displays/locations may be used to adequately merchandise RJR Savings Brands, as approved by an RJR representative.
- Retailer will provide RJR pricing capability no less than parity with other tobacco companies.

Other

- _____

RJR reserves the right for final approval of display/advertising types, sizes and locations.

ADDITIONAL REQUIREMENTS

- Retailer further agrees to:
  - Display RJR "Lowest" brands, if applicable
  - Provide RJR accurate volume information
    – Authorize primary and other suppliers to release brand style volume information to RJR.
  - Provide RJR share of available signage (excluding signage on displays/fixtures) equal to RJR Share of Market.
  - Ensure adequate quantity of RJR brands are maintained to minimize out of stock, including brands designated for display.
  - Accept new RJR brand styles, as requested.
  - Permit RJR to make reasonable audits of performance and to inspect and rotate RJR products.
- Permanent RJR advertising will be affixed to RJR displays/merchandisers utilized under this agreement. Retailer will not permit additional advertising of any kind, including that relating to retailers own products, to be affixed to or interfere with RJR displays.
- Changes in agreed location of displays/advertising, or effectiveness of location will result termination of this agreement.
- Restricting RJR's ability to display, promote or distribute RJR brands or the ability to compete equally with other tobacco companies in all areas at retail, will result in termination of the agreement.
- RJR reserves the right to modify or terminate this agreement after notice to retailer. In the event of failure of performance by the retailer, this contract may be terminated by RJR forthwith and without notice.

PAYMENT

RJR volume will be determined by the average weekly sales of all RJR brands during the most recent 3-month period. RJR will pay qualifying retailer $_____ per month for performance of all requirements under this agreement.

R. J. Reynolds Tobacco Company will make payments by check as soon as practicable after the end of each calendar quarter. Payments will be made for stores rendering full performance during a quarter, and on a pro rata basis for stores rendering performance for less than one full quarter, but more than one calendar month. Retailer will not deduct amounts due under contract from invoices due RJR.

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Source: https://www.industrydocuments.ucsf.edu/docs/lgln0000

R. J. REYNOLDS TOBACCO COMPANY
PACK OUTLET RETAIL PARTNERS PROGRAM - BASE CONTRACT
SELF-SERVICE

Request for Taxpayer Identification Number and Certification

R. J. Reynolds Tobacco Company must backup withhold tax at the rate of 31% from payee if the payee fails to provide R. J. Reynolds Tobacco Company with sufficient correct information to issue a Form 1099 to such payee for any calendar year. With an individual proprietorship, this information is the person's individual name and either his/her social security number (S.S. No.) or the employer identification number (EIN) for the proprietorship. In addition to the payee's individual name, the payee may also provide the business name for the sole proprietorship, provided the individual name is listed before the business name. (Sole proprietors may not furnish only the business name.) With respect to corporations, partnerships, estates, trusts, and similar entities, the necessary information is the entity's name and employer identification number (EIN) as it appears on IRS Form 575 (Assignment of Employer Identification Number).

Type of Organization: Corporation X, Sole Proprietor ____, Partnership, Estate, Trust, etc. ____

Is this a corporation exempt from backup withholding? Yes X No ____

Please use the appropriate line to fill in the name and Taxpayer Identification Number:

Corporation Name MOBIL OIL CORPORATION EIN __-_____
or
Sole Proprietor's Name _____ S.S. No. ___-__-____

Sole Proprietor's Business Name _____ EIN _____
or
Partnership, Estate, Trust, etc. _____ EIN __-_____

Address (Number, street, and apt. or suite number) _____

Address (City, state, and ZIP code) _____

Certification:
Under penalties of perjury, I certify that:
1. The number shown above is my correct taxpayer identification number (or I am waiting for a number to be issued to me) and
2. I am not subject to backup withholding because: (a) I am exempt form backup withholding, or (b) I have not been notified by the Internal Revenue Service that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding.

Certification Instructions: You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because of underreporting interest on your tax return.

Store Name (Please Print) MOBIL OIL CORPORATION
Street Address 3225 GALLOWS ROAD
City/State FAIRFAX, VA
Call Classification A04

RJR Account No. 555334
RJR Territory No. 294060
Zip Code 22037
Branch (If Chain) _____

Type	# Stores	Monthly Payment	Total Quarterly Dollar Amount
PK BASE SS			$
PK BASE SS	-OPEN-	$90	$ -OPEN-
			$
		TOTAL	-OPEN-

5-24-95
Date Contract Signed

Retailer's Signature X _____

Title: _____

6-1-95
Contract Effective Date

R. J. REYNOLDS TOBACCO COMPANY
By: Kevin P. Farley, CAM #2940

	FUNCTION	CONTRACT TYPE	PLAN	UNITS	EFFECTIVE
Function					
A = ADD					
E = END					
D = DELETE					
C = CHANGE					

51853 3619

-ssporp.doc/2

Source: https://www.industrydocuments.ucsf.edu/docs/lgln0000

R. J. REYNOLDS TOBACCO COMPANY
CO-MARKETING PROMOTION ACCRUAL CONTRACT - PACK OUTLET
TOTAL CATEGORY PARTNER

J. Reynolds Tobacco Company ("RJR") is pleased to announce a Co-Marketing Promotion Accrual Program. The Co-Marketing Promotion Accrual Program is ailable for participating retailers to utilize in promoting selected RJR Full Price Brands and is designed to allow customization of promotions. Program eligibility is ailable to retail stores that meet the following criteria:

- 51% or more total industry volume by the pack.
- 100+ cartons industry brands and minimum of 17 cartons of RJR brands sold per week.
- Distribution of all RJR brands in all price tiers as required.
- Qualifying elements of RJR's Pack Outlet Retail Partners Base Merchandising program as designated by an RJR Representative.
- Everyday Lowest Price in all price tiers on all RJR brands.

ROGRAM OPTIONS
ption 1: RJR Co-Marketing Promotion Accrual - monthly accrual based on RJR volume grid.
ption 2: RJR Co-Marketing Promotion Accrual with Retailer/RJR Match - monthly accrual with additional Retailer/RJR Match funds based on RJR volume grid.

CCRUAL AS FOLLOWS:

MONTHLY ACCRUAL CALCULATION

TION 1	AA	BB	CC	DD	EE	FF	GG	HH	II	JJ	KK	LL	MM	NN
erage RJR Weekly Volume	17-26	27-35	36-42	43-48	49-57	58-67	68-78	79-93	94-109	110-138	139-165	166-199	200-238	239+
R Co-Marketing Promotion Accrual	$20	$28	$34	$40	$46	$54	$64	$74	$88	$108	$132	$158	$190	$226

MONTHLY ACCRUAL CALCULATION

TION 2	AA	BB	CC	DD	EE	FF	GG	HH	II	JJ	KK	LL	MM	NN
erage RJR Weekly Volume	17-26	27-35	36-42	43-48	49-57	58-67	68-78	79-93	94-109	110-138	139-165	166-199	200-238	239+
tailer Match	$10	$14	$17	$20	$23	$27	$32	$37	$44	$54	$66	$79	$95	$113
R Co-Marketing Promotion Accrual	$30	$42	$51	$60	$69	$81	$96	$111	$132	$162	$198	$237	$285	$339
TAL ACCRUAL	$40	$56	$68	$80	$92	$108	$128	$148	$176	$216	$264	$316	$380	$452

ROGRAM OPTION REQUIREMENTS

OPTION 1

- Accrual process will begin on contract signing date if prior to the 15th day of the month. Sign up after the 15th day of the month will start accrual the following month.
- Co-Marketing Promotion Accrual funds are to be utilized to promote selected RJR Full Price Brands as designated by an RJR Representative.
- Promotional menu will be available to Total Category Partners at the discretion of RJR.
- All promotions require approval by RJR prior to implementation.
- Retailer reimbursement will occur as soon as practicable following successful completion of the subject pre-approved RJR Co-Marketing promotion.
- RJR Promotion Dollar Liability is limited to the allocated dollar amount of Co-Marketing Promotion Accrual as designated by RJR.
- Co-Marketing Promotion Accrual funds will be accrued by the month. Funds accrued during one calendar quarter are available for use in the immediately following calendar quarter.
- Unused funds may be carried over to the subsequent quarter with prior approval by RJR.
- Funds not utilized for the designated year may not be carried over to the subsequent year.

OPTION 2

- All requirements/benefits stated in Option 1 are applicable to Option 2.
- Retailer must provide matching funds in an amount equal to 50% of Option 1 rate. Retailer match dollars are utilized in the same manner as Option 1 funds and are payable not later than individual promotion completion.
- RJR will provide additional funds in an amount equal to Retailer Match monies. RJR Match monies will be accrued on a monthly basis and are available for use on the same basis as the Option 1 funds.

ADDITIONAL REQUIREMENTS

- Display size, quantity, promotional timeframe, and promotional type will be approved by an RJR Representative.
- Promotional advertising associated with RJR Full Price Brands will be affixed to, or above each display, as approved by an RJR Representative.
- Retailer will not permit advertising of any kind, including that relating to retailers own products, to be affixed to RJR displays (temporary and/or permanent) without prior consent of RJR.
- Retailer agrees to maintain RJR displays and signage (temporary and/or permanent) in an unobstructed manner, in the location agreed upon by an RJR Representative. Changes in location of displays, or effectiveness of display location, will terminate this agreement.
- Retailer will provide RJR equal opportunity with its competitors to place temporary displays and temporary price/promotion signs as requested by an RJR Representative.
- Retailer further agrees that restricting RJR's ability to display, promote or distribute RJR brands, or the ability to compete equally with other tobacco companies in all areas at retail, will result in termination of this contract.
- Retailer will permit RJR to make reasonable audits of performance and to inspect and rotate RJR products.
- RJR reserves the right to modify or terminate this contract after notice to retailer. In event of failure of performance by the retailer, this contract may be terminated by RJR forthwith and without notice.
- Should retailer be disqualified under RJR's Retail Partners Merchandising programs, participation in the Co-Marketing Promotion Accrual program will be terminated.

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quest for Taxpayer Identification Number and Certification
J. Reynolds Tobacco Company must backup withhold tax at the rate of 31% from payee if the payee fails to provide R. J. Reynolds Tobacco Company with sufficient correct rmation to issue a Form 1099 to such payee for any calendar year. With an individual proprietorship, this information is the person's individual name and either his/her social urity number (S.S. No.) or the employer identification number (EIN) for the proprietorship. In addition to the payee's individual name, the payee may also provide the business ne for the sole proprietorship, provided the individual name is listed before the business name. (Sole proprietors may not furnish only the business name.) With respect to porations, partnerships, estates, trusts, and similar entities, the necessary information is the entity's name and employer identification number (EIN) as it appears on IRS Form 5 (Assignment of Employer Identification Number).

Source: https://www.industrydocuments.ucsf.edu/docs/lgln0000

R. J. REYNOLDS TOBACCO COMPANY
CO-MARKETING PROMOTION ACCRUAL CONTRACT - PACK OUTLET
TOTAL CATEGORY PARTNER

pe of Organization: Corporation X Sole Proprietor ___ Partnership, Estate, Trust, etc. ___

is a corporation exempt from backup withholding? Yes X No ___

ase use the appropriate line to fill in the name and Taxpayer Identification Number:

rporation Name MOBIL OIL CORPORATION EIN __-_____

e Proprietor's Name _____ S.S. No. ___-__-____

e Proprietor's Business Name _____ EIN __-_____

rtnership, Estate, Trust, etc. _____ EIN __-_____

Address (Number, street, and apt. or suite number)

Address (City, state, and ZIP code)

51853 3621

rtification:

der penalties of perjury, I certify that:
The number shown above is my correct taxpayer identification number (or I am waiting for a number to be issued to me) and
I am not subject to backup withholding because: (a) I am exempt form backup withholding, or (b) I have not been notified by the Internal Revenue Service that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding.
rtification Instructions: You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because of underreporting rest on your tax return.

e Name (Please Print) MOBIL OIL CORPORATION RJR Account No. 555334

et Address 3225 GALLOWS ROAD RJR Territory No. 294060

/State FAIRFAX, VA Zip Code 22037

Classification A04 Branch (If Chain) _____

CIRCLE CORRECT PLAN UNDER APPROPRIATE WEEKLY RJR VOLUME CATEGORY

ION 1	AA	BB	CC	DD	EE	FF	GG	HH	II	JJ	KK	LL	MM	NN
age RJR Weekly Volume	17-26	27-35	36-42	43-48	49-57	58-67	68-78	79-93	94-109	110-139	139-165	166-199	200-238	239+
Co-Marketing Promotion Accrual	$20	$28	$34	$40	$46	$54	$64	$74	$89	$106	$132	$159	$190	$228
ION 2	AA	BB	CC	DD	EE	FF	GG	HH	II	JJ	KK	LL	MM	NN
age RJR Weekly Volume	17-26	27-35	36-42	43-48	49-57	58-67	68-78	79-93	94-109	110-139	139-165	166-199	200-238	239+
Co-Marketing Promotion Accrual	$30	$42	$51	$60	$69	$81	$96	$111	$132	$162	$198	$237	$285	$339

	CO-MKTG TYPE(S)	CO-MKTG PLANS	NUMBER OF QUALIFYING STORES	MONTHLY RATE	TOTAL QUARTERLY DOLLAR AMOUNT
ion 1	CMFPK				
	CMFPK				
ion 2	CMFPKRJR	AA	-OPEN-	$30	$ -OPEN-
	CMFPKRJR			TOTAL	

5-24-95
e Contract Signed

Retailer's Signature X _____

Title: _____

5-1-95
ntract Effective Date

R. J. REYNOLDS TOBACCO COMPANY

By: Jesse F. Farley, CAM #2940

	FUNCTION	CONTRACT TYPE	PLAN	UNITS	EFFECTIVE
ction					
ADD					
END					
DELETE					
CHANGE					

Source: https://www.industrydocuments.ucsf.edu/docs/lgln0000